

# The First Practical Book on European Lobbying Methodology



*I have put into this book 30 years of experience in European lobbying to answer the most important question:*

## How to be influential tomorrow in Brussels?

### European lobbying structures:

- The panorama of lobbying in Brussels
- European Trade Associations
- Non-Governmental Organisations (NGOs)
- European Business Representation
- Measuring their performance – Creating alliances

### The technical tools:

- Methodology for effective monitoring
- Business Intelligence
- Networks (upstream and downstream)
- Institutional Communication
- The press, vector of information and influence

### European lobbying strategies:

- Anticipation and impact assessment
- The “top down” or “bottom up” approach?
- Strategies: negative, defensive, reactive, pro-active
- Coalitions – indispensable, necessary, or worthwhile?
- Business platforms – Transversal lobbying
- What prospects for European lobbying in 2010?

A methodical and 100% practical analysis of European lobbying

EUROPOLITICS  
Tel. +32 (0)2 737 77 00  
Fax. +32 (0)2 732 67 57  
subscriptions@europolitics.info

Price € 50

DANIEL GUÉGUEN

# EUROPEAN LOBBYING

2<sup>nd</sup> edition

EUROPOLITICS

Published by Europolitics

[www.europolitics.info](http://www.europolitics.info)

Price: € 50

See overleaf for order form

# European Lobbying

Hundreds of books – many of which very commendable – have been written about European lobbying. But to our knowledge not one of these books describes “European lobbying methodology.”

Structures, tools, strategy: all these are dissected, decoded, and explained clearly with examples and colour diagrams to help your understanding:

- ▶ maximise the efficiency of your European association,
- ▶ work in partnership with an NGO or trade union,
- ▶ elaborate a system of monitoring adapted to your needs,
- ▶ move your networks from upstream to downstream.

Additionally the book analyses the reasons for recent changes and the limitations of current lobbying structures. It explains in detail the new rules for influence, new strategies, new actors and new coalitions.

Benefiting from 30 years of experience in European lobbying, **Daniel Guéguen** is highly credible when speaking about the subject: former Director General of the European Sugar Federation, and then of COPA-COGECA (the union of European farmers), today he manages one of the leading European consultancies: CLAN Public Affairs – Groupe ESL & Network.

His new book “European Lobbying” is as solid, convincing, and educational as his “Practical Guide to the EU Labyrinth” which has been updated annually for 10 years and is translated into 20 languages.

## Order Form

I would like to order ..... copy(ies) of : **European Lobbying** by **Daniel Guéguen** at the rate of **€ 50** (VAT incl.). Shipping costs are not included in the price.

### Your details:

Organisation: ..... VAT No Yes N° .....

Name: ..... Department: .....

Address: .....

Post Code: ..... Town: ..... Country: .....

Phone: ..... Fax: .....

e-mail: .....@.....

### Payment:

Credit Card

VISA or  MasterCard

n°

Code    Expiry Date \_\_\_\_/\_\_\_\_

The book will be sent on receipt of payment.

### Date and signature

Return by fax or mail to:  
**EUROPEAN TRAINING INSTITUTE (ETI)**  
57 Rue Froissart, B-1040 Brussels (Belgium)  
Phone: +32(0)2 400 77 30 • Fax: +32(0)2 732 75 25  
info@e-t-i.be • http://www.e-t-i.be